

Subject card

Subject name and code	Cross-Cultural Business Behaviour, PG_00187230						
Field of study	International Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2027/2028	
Education level	Master's studies		Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			English	
Semester of study	4		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Magdalena Jażdżewska-Gutta				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	15.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		20.0	50
Subject objectives	The aim of the course is to develop students' ability to analyse, interpret and evaluate the impact of cultural factors on business behaviour and to prepare them for effective performance in culturally diverse international business environments. The course further develops communication, negotiation and decision-making competencies through practical problem-solving and team-based project work.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_K06] is ready to adapt to changing conditions of the global economy and to act under conditions of uncertainty and complexity in the international environment.	The student is prepared to adapt business behaviour, communication style and ways of cooperation to diverse and changing cultural conditions in the international environment, including situations characterised by uncertainty, ambiguity and the complexity of cross-cultural relations.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[IBMU2_W07] knows and understands the legal and cultural determinants of activity in international business, including the principles of intellectual property protection and the importance of managing intangible assets in the international environment	The student understands the significance of cultural determinants for conducting business in an international environment, including the impact of values, norms, religion, language, gender, communication styles and cultural models on business behaviour, negotiations, marketing and cross-cultural cooperation.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[IBMU2_U07] can coordinate and lead teamwork, including in an international environment, assuming responsibility for the implementation of complex tasks.	The student is able to collaborate in a project team analysing cultural determinants of business activities in a selected country or region of the world, coordinate assigned tasks, and develop recommendations concerning cooperation and communication in an international environment.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[IBMU2_K02] is ready to make responsible professional decisions based on available data and information, taking into account their economic, social and ethical consequences in the international environment.	The student is prepared to analyse business situations in a cross-cultural context and make responsible communication and negotiation decisions, taking into account their economic, social and ethical consequences, as well as risks arising from stereotypes and misinterpretation of cultural behaviours.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
Subject contents	Classes (15 hours) 1. Diagnostic Workshop on Stereotypes and Cultural Awareness Analysis of stereotypes, prejudices and cultural preferences, and their impact on business behaviour, managerial decision-making and international cooperation. Identification of potential risks arising from cultural differences. 2. Cross-Cultural Communication Simulation Analysis of verbal and non-verbal communication and the influence of cultural context on communication effectiveness in business environments. Development of skills related to adapting communication styles to different cultural settings. 3. Cross-Cultural Negotiation Simulation Analysis of the impact of culture on negotiation strategies, decision-making processes and relationship-building in international business environments. 4. Adapting Marketing Activities to Different Cultural Contexts Analysis and adaptation of marketing messages to selected cultures, taking into account symbols, language, values, social norms, religion and gender roles. 5. Analysis of Cross-Cultural Conflicts in Business Operations Identification of the causes of cross-cultural conflicts, analysis of their economic, social and ethical consequences, and development of recommendations for organisations operating in international environments. 6. Functioning of International Teams under Conditions of Uncertainty and Change Simulation of teamwork in multicultural environments, taking into account communication challenges, value conflicts, time pressure and ambiguous information. 7. Project Presentations and Discussion of Recommendations for Business Practice Presentation of project outcomes and evaluation of the practical implications of recommendations related to business operations in cross-cultural environments. Project (15 hours) Preparation of a team-based business guide for conducting business in a selected country or region of the world, developed in the form of a modern multimedia resource (e.g. a short video, social media reel, or educational social media post). The project includes: 1. Analysis of the cultural profile of a selected country using selected cultural models. 2. Analysis of business communication, including verbal and non-verbal communication. 3. Analysis of negotiation practices and decision-making processes in a cross-cultural environment. 4. Analysis of business etiquette, leadership, meeting management and organisational culture. 5. Analysis of selected aspects of marketing and marketing communication in a cultural context. 6. Identification of potential sources of cross-cultural misunderstandings and the most common mistakes made by foreign business partners. 7. Development of practical recommendations regarding business operations and business cooperation in the analysed country or region. 8. Preparation and presentation of a multimedia resource summarising the project findings.		

Prerequisites and co-requisites	Entry requirements Familiarity with the basic concepts of international management and intercultural communication. Knowledge acquired in the courses <i>International Business</i> and <i>Intercultural Communication in Business</i> . Course completion requirements: The final course grade may be awarded only after obtaining a passing grade in all course components specified in the syllabus (classes and project). Successful completion of each component is a mandatory condition for passing the course.														
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Group project</td><td>51.0%</td><td>40.0%</td></tr><tr><td>Simulations and problem-solving activities conducted during classes</td><td>51.0%</td><td>30.0%</td></tr><tr><td>Case study</td><td>51.0%</td><td>30.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Group project	51.0%	40.0%	Simulations and problem-solving activities conducted during classes	51.0%	30.0%	Case study	51.0%	30.0%		
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Example issues/ example questions/ tasks being completed															
Work placement	Not applicable														

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